

**Subject:** Re: SWFM Marketing Ideas  
**From:** Donald Duckworth <duckworth.donald@gmail.com>  
**Date:** 03/14/2017 07:05 PM  
**To:** Kim Sudhalter <kim@urbanlegendpr.com>  
**CC:** Cynthia Rogers <westchester.cfm@gmail.com>, Miki Payne <Miki@hbdrollinger.com>

Monday, Melrose, Maison Richard at 11:30 AM? (It's on Stanley, Cynthia.)

On Tue, Mar 14, 2017 at 5:44 PM, Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)> wrote:

I can do that. What time and where?

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**From:** Don Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>  
**Date:** Tuesday, March 14, 2017 at 5:11 PM  
**To:** Cynthia Rogers <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>  
**Cc:** Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)>, Miki Payne <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)>

**Subject:** Re: SWFM Marketing Ideas

I can do Monday 3/20. Kim?

On Tue, Mar 14, 2017 at 5:01 PM, Cynthia Rogers <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)> wrote:

Next week is squeaky tight for me, except for Monday - can you two meet for Monday (3/20), i'm heading out of town later in the week. I know Mondays are busy busy but if you two can for then that would be great or I can meet up with Kim separately anytime this week. Also free, Thursday (3/30), Friday (3/31), potentially Wednesday (29th) too.

On Tue, Mar 14, 2017 at 4:26 PM, Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

I think Kim is looking at next week. Do you want to meet next Thursday?

On Tue, Mar 14, 2017 at 3:28 PM, Cynthia Rogers  
<[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)> wrote:

Thanks everyone, busy morning. Kim - I'd love to meet with you Thursday afternoon if possible. Main thing, we just need to move swiftly and it's perfect timing as we have a team meeting on Friday so I can present new ideas, integrate with the rest and onward we go. We have a host of new vendors coming in over the next stretch so marketing will be paramount. Maybe later afternoon on Thursday at that restaurant we all met up last time? Don - thanks again for looping through,

Best,

Cynthia

On Tue, Mar 14, 2017 at 11:44 AM, Donald Duckworth  
<[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

Cynthia...

What day do you prefer?

On Tue, Mar 14, 2017 at 11:40 AM, Kim Sudhalter  
<[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)> wrote:

I'm completely open next week if that works better for everyone. Let me know...

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**From:** Don Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>  
**Date:** Tuesday, March 14, 2017 at 11:39 AM  
**To:** Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)>  
**Cc:** Cynthia Rogers <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>, Miki Payne  
<[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)>

**Subject:** Re: SWFM Marketing Ideas

Or, I can do it the following week. Your choice. I value your willingness to help us and I need to get more customers to SWFM!

On Tue, Mar 14, 2017 at 11:35 AM, Donald Duckworth  
<[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

I have a Westchester BID Board meeting that morning. I think I should NOT try to do another. Why don't you guys just lunch and I'll catch up?

On Tue, Mar 14, 2017 at 10:01 AM, Kim Sudhalter  
<[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)> wrote:

I could do Thursday. Would you be feeling up to a meeting, Don?

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**From:** Cynthia Rogers <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>  
**Date:** Tuesday, March 14, 2017 at 7:40 AM  
**To:** <[kim.sudhalter@urbanlegendpr.com](mailto:kim.sudhalter@urbanlegendpr.com)>, Don Duckworth  
<[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>  
**Cc:** Miki Payne <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)>  
**Subject:** Re: SWFM Marketing Ideas

Thanks Don, Kim - I would love that. Kim - any chance you might be available tomorrow or Thursday? Don could you join too? It would be great for us all to be there and ideally before this Friday's team meet so we can weave in new ideas/budget with the team on Friday and off n rolling we go. I'm always down for lunch :) Same restaurant as last time?

Thanks you two, looking forward to meeting up,

Best,

Cynthia

On Tue, Mar 14, 2017 at 6:35 AM, Donald Duckworth  
<[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

Good Morning Cynthia...

You've met Kim Sudhalter from Melrose. She serves as our Melrose BID Marketing & Promotions Director and also for the Hollywood Farmers' Market. I believe she's also working with a new Thai Town Farmers' Market. Maybe we can get some of those vendors over to Westchester to supply Ayara.

Yesterday I was bemoaning our slow start / low attendance in Westchester and Kim offered to share her wisdom / experience. She is not looking to work with us in Westchester. She is simply offering to help.

Kim also has some insights into the highly successful Sunday Trading Post at Fairfax HS.

Would you schedule a call or lunch with Kim? (I'll buy and can attend or not.) I'm a big believer in thinking outside the box and learning from others that may have some insight we could gain from. So let's tap into Kim's insights. What do you think?

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